

REMARKS

Response To 35 USC §112 Rejection

This reply is being sent pursuant to 37 CFR 1.111 (a)(2)(D) as a reply to a PTO requirement dated 5/25/2005 made after the first reply was filed. The Examiner has noted that Applicants response dated 3/17/2005 did not respond to a 35 USC §112 first paragraph rejection in an Office Action dated 11/17/2004. In that Office Action, Claim 26 was rejected as failing to comply with the written description requirement in such a way as to reasonably convey to one skilled in the relevant art that the inventors, at the time the application was filed, had possession of the claimed invention. Specifically, the Examiner cites "Titles displayed according to a national scope, and prompting the user to select a rotation scope, wherein said rotation scope defines a display frequency and one or more geographic areas." Applicants respectfully traverse the rejection.

The subject matter of Claim 26 is may be found on page 23 lines 18-22. The specification, with respect to Figure 7C, reads:

A check is then performed at block 773 to determine if the chosen advertisement package has a national scope for the display of the banners. If they are national banners, the user is prompted to select the rotation scope for the banners at block 774. The rotation scope defines how often and in which geographic portions the banners are to be displayed.

Page 23, Lines 18-22

Applicants submit that all element in Claim 26 are present in the specification.

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PATENT

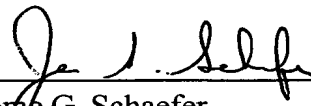
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Office Action Dated: 5/25/2005

Conclusion

Applicants submit that Claim 26 fully complies with the written description requirement and respectfully request withdrawal of the 35 USC §112 rejection.

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